

## ORDER



WOOD

**Orders**  
**Order / Rev:** 210963  
**Alt Order #:** 6859657  
**Product Desc:** UPTON DOE ALL OF US  
**Estimate:** 3237  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 09/28/12 / 09/28/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** National Media  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Upton for All of Us  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN16589  
**Agency External ID:** IN302/SP102/SP1137/AL1713/MO2553

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	79	\$38,550.00	\$32,767.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	79	\$38,550.00	\$32,767.50	0.00
<b>Totals</b>	<b>79</b>	<b>\$38,550.00</b>	<b>\$32,767.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/16/12	10/19/12	5am Daybreak 5am Daybreak	CM	5a-6am	- TWTF - -	:30	4	\$150.00	P4	0.00	NM	4	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -			4			\$150.00		0.00			
E 2	WOOD	10/22/12	10/22/12	5am Daybreak 5am Daybreak	CM	5a-6am	M- - - - -	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -			1			\$150.00		0.00			
E 3	WOOD	10/16/12	10/19/12	6am Daybreak 6am Daybreak	CM	6-7a	- TWTF - -	:30	8	\$400.00	P4	0.00	NM	8	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -			8			\$400.00		0.00			
E 4	WOOD	10/22/12	10/22/12	6am Daybreak 6am Daybreak	CM	6-7a	M- - - - -	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -			2			\$400.00		0.00			
E 5	WOOD	10/16/12	10/19/12	Today Show M-F Today Show	CM	658-9a	- TWTF - -	:30	4	\$650.00	P4	0.00	NM	4	\$2,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -			4			\$650.00		0.00			

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 Flight Dates: 10/16/12 - 10/22/12

Advertiser: POL/Upton for All of Us  
 Product Desc: UPTON DOE ALL OF US  
 Estimate: 3237

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WOOD	10/22/12	10/22/12	Today Show M-F Today Show	CM	658-9a	M-----	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$650.00 0.00															
E 7	WOOD	10/20/12	10/20/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	2	\$150.00	P4	0.00	NM	2	\$300.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 2 \$150.00 0.00															
E 8	WOOD	10/20/12	10/20/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	2	\$275.00	P4	0.00	NM	2	\$550.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 2 \$275.00 0.00															
E 9	WOOD	10/20/12	10/20/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	2	\$375.00	P4	0.00	NM	2	\$750.00
SAT TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 2 \$375.00 0.00															
E 10	WOOD	10/21/12	10/21/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 2 \$125.00 0.00															
E 11	WOOD	10/21/12	10/21/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	2	\$250.00	P4	0.00	NM	2	\$500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 2 \$250.00 0.00															
E 12	WOOD	10/21/12	10/21/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$600.00 0.00															
E 13	WOOD	10/16/12	10/19/12	Noon News News 8 @ Noon	CM	12-1p	-TWTF--	:30	4	\$225.00	P4	0.00	NM	4	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -TWTF-- 4 \$225.00 0.00															
E 14	WOOD	10/22/12	10/22/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$225.00 0.00															
E 15	WOOD	10/16/12	10/19/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-TWTF--	:30	4	\$675.00	P4	0.00	NM	4	\$2,700.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -TWTF-- 4 \$675.00 0.00															
E 16	WOOD	10/22/12	10/22/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 M----- 1 \$675.00 0.00															
E 17	WOOD	10/16/12	10/19/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	-TWTF--	:30	4	\$1,125.00	P4	0.00	NM	4	\$4,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -TWTF-- 4 \$1,125.00 0.00															
E 18	WOOD	10/22/12	10/22/12		CM	6-630p	M-----	:30	1	\$1,125.00	P4	0.00	NM	1	\$1,125.00

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Product Desc: UPTON DOE ALL OF US  
Estimate: 3237  
**WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6p News											
				M-F News 8 @6p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,125.00		0.00			
E 19	WOOD	10/21/12	10/21/12	NFL Football	CM	8-1130p	-----S	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				NFL Football		(8:00 PM-11:30 PM)									
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,500.00		0.00			
E 20	WOOD	10/22/12	10/22/12	WOOD News @430am	CM	430-5a	M-----	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
				WOOD News @ 430am											
MARANDA: WHERE U LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$25.00		0.00			
E 21	WOOD	10/20/12	10/20/12	Notre Dame Football	CM	330-7p	-----S-	:30	3	\$450.00	P4	0.00	NM	3	\$1,350.00
				Notre Dame Football		(3:30 PM-7:00 PM)									
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					3	\$450.00		0.00			
E 22	WOOD	10/21/12	10/21/12	FB Night in Amer Pre Ga	CM	7-8p	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				Football Night in America		(7:00 PM-8:00 PM)									
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 23	WOOD	10/16/12	10/19/12	LN M-F	CM	11-1135p	-TWTF--	:30	4	\$900.00	P4	0.00	NM	4	\$3,600.00
				M-F News 8 @ 11											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					4	\$900.00		0.00			
E 24	WOOD	10/22/12	10/22/12	LN M-F	CM	11-1135p	M-----	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
				M-F News 8 @ 11											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$900.00		0.00			
E 25	WOOD	10/20/12	10/20/12	LN Sa	CM	11-1130p	-----S-	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
				Saturday News 8 @11											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$900.00		0.00			
E 26	WOOD	10/21/12	10/21/12	NFL 11p News	CM	1130-12a	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				Sun 11p News (NFL)											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 27	WOOD	10/16/12	10/19/12	Tonight Show/Jay Leno	CM	1135-1235a	-TWTF--	:30	8	\$300.00	P4	0.00	NM	8	\$2,400.00
				Tonight Show w/ Leno											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					8	\$300.00		0.00			
E 28	WOOD	10/22/12	10/22/12	Tonight Show/Jay Leno	CM	1135-1235a	M-----	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
				Tonight Show w/ Leno											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$300.00		0.00			
E 29	WOOD	10/20/12	10/20/12	SNL	CM	1130p-103a	-----S-	:30	2	\$600.00	P4	0.00	NM	2	\$1,200.00
				Saturday Night Live		(11:30 PM-1:00 XM)									
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$600.00		0.00			
E 30	WOOD	10/21/12	10/21/12		CM	6-7p	-----S	:30	1	\$750.00	P4	0.00	NM	1	\$750.00

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Estimate: 3237

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun 6p News 8											
				Sun News 8 @6p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$750.00		0.00				
E 31	WOOD	10/16/12	10/19/12	M-F 7-730p	CM	7-730p	-TWTF--	:30	4	\$450.00	P4	0.00	NM	4	\$1,800.00
				Inside Edition											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--			4		\$450.00		0.00				
E 32	WOOD	10/22/12	10/22/12	M-F 7-730p	CM	7-730p	M-----	:30	1	\$450.00	P4	0.00	NM	1	\$450.00
				Inside Edition											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$450.00		0.00				
E 33	WOOD	10/19/12	10/19/12	Fri Hour 1	CM	8-9p	----F--	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				Friday 8-9p											
WHITNEY/COMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$750.00		0.00				
E 34	WOOD	10/21/12	10/21/12	NFL Sports Overtime	CM	12-1230a	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				NFL Sports Overtime											
SPORTS OT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$250.00		0.00				
													Totals	79	\$38,550.00